

Performance Management Experience Series – Professional Services

Performance Management Experience – Accelerator Service

In today's turbulent business environment companies need to continually plan and re-plan to keep up with changes in the market and in their business.

The IBM Cognos performance management (PM) framework provides actionable information at the point of impact, allowing you to make decisions based on accurate – although constantly changing – business information. It has never been as important as it is in today's challenging economy for your finance team, line-of-business teams, IT teams, and senior executives to have a clear understanding of how to use these performance management tools to boost business results.

How it Works

Performance Management Experience - Accelerator Service is the first step in the PM Experience Series – Professional Services, a suite of offerings designed to help you improve business performance.

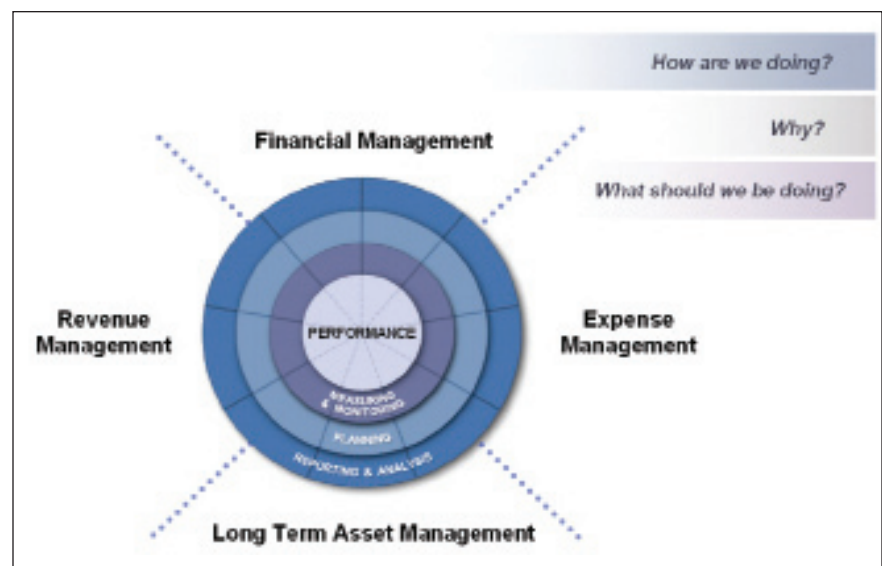
The PM Experience - Accelerator Service is, in part, based on *The Performance Manager*, the book that now acts as a trusted resource providing executives and other

decision-makers with guidance in their journey toward performance management excellence. The book was written by thought leaders in the areas of business intelligence, performance management and management consulting.

The service helps professionals answer the fundamental questions: How are we doing, how did we get here, and what should we be doing? Finding answers to these questions is at the heart of performance management. And the PM Experience - Accelerator Service focuses on

delivering a clear understanding of the best method to achieve this.

Through a business simulation exercise and a series of interviews, the PM Experience – Accelerator Service teaches you to make the most of your performance management solution. You will learn how the decisions made across multiple functions impact the key areas in which performance needs to be managed: revenue management, expense management, asset management, and financial management. Within an appropriate scope of interest, the service maps



The PM framework addresses how decisions impact key performance areas.

the demand for PM information and assesses information quality in order to establish PM priorities. The PM Experience - Accelerator Service leaves you with results, not just information, and provides you with a preliminary roadmap specific to your performance management requirements and recommendations for linking key performance indicators to strategy.

Understanding the PM framework is central to your PM experience. Once you master the fundamental concepts of this framework, you will be equipped to drive better performance in your business. The framework model defines decision areas, goals, metrics, and business “dimensions” - the information sweet spots that drive performance. The framework and associated methodology provide a process for determining your BI and PM roadmap, helping you invest in initiatives based on your demand for information. The result: Better alignment between your PM initiatives and business strategy, ensuring you engage in high value, high ROI BI and PM projects. And, by enabling your organization with the PM framework and methodology, you can continually measure the progress of your PM journey and validate the value you receive.

The PM Experience - Accelerator Service was designed with your business needs and your team

members' busy schedules in mind. The consultants providing the service follow these steps:

- Conduct an initial interview to understand your current business strategy and issues.
- Define the scope of the engagement, and identify subsequent participants.
- For business stakeholders, conduct the PM Experience business simulation workshop with a focus on your critical issues to illustrate the value of PM for effective decision-making.
- Within the scope, gain consensus on the demand for information and determine:
 - The relative value of decision areas and key performance indicators (KPIs) to the business
 - The quality of information currently in use.
- For IT stakeholders, conduct interviews to gain an understanding of the IT strategy that supports your business strategy. Within this scope, introduce the information supply chain and how proposed initiatives will add business value.

The PM Experience - Accelerator Service results in the delivery of:

- A decision area scope document
- An information demand map
- A preliminary roadmap
- A preliminary priority report

“...new leaders emerge who win not by surviving the storm, but by changing the game. Changing the game requires process transformation that infuses intelligence into our decision-making and management systems...”

*Sam Palmisano,
IBM CEO, on Smarter Planet*

Benefits of the Performance Management Experience – Accelerator Service

Performance Management excellence can only be achieved when all business and IT stakeholders are using and implementing PM effectively, with a shared understanding of their own

corporate decision-making process. This service helps you get there by:

- Accelerating your understanding of *The Performance Manager* and the PM Framework in the context of your business, helping you drive a cross-functional, enterprise view of your performance.

- Developing stakeholder consensus on the need for a clear PM roadmap with focus on high-value decision areas.
- Applying the PM framework and methodology to your most critical decision areas.

About Performance Management Experience Series - Professional Services

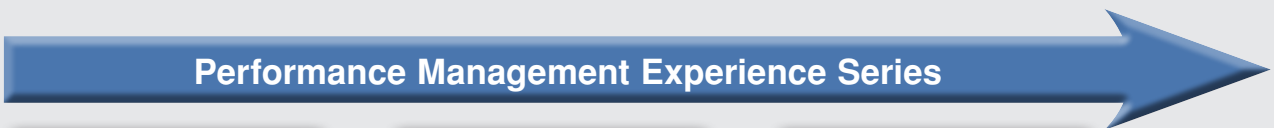
The PM Experience – Accelerator Service is part of a series of services called the Performance Management Experience Series. The series is comprised of a set of services and workshops designed to help you and your team gain the understanding and confidence you need to make the most of your PM solution. After first completing a PM Experience Workshop, you can take the next step in the PM journey with the PM Experience Series – Professional Services, which is comprised of two professional service offerings: PM Experience – Accelerator Service and PM Experience – Roadmap Service.

PM Experience | Accelerator Service

Through brief interviews with key IT and business stakeholders, facilitated by IBM Cognos consultants, you will use PM in the context of your business and confirm the value of applying the PM framework and methodology in your organization. You will be introduced to the concepts of mapping PM demand, mapping information supply, and establishing PM priorities. The outcome: A deeper understanding of the PM framework and methodology as an effective approach for identifying the most valuable PM initiatives that deliver a cross-functional, enterprise view of your business.

PM Experience | Roadmap Service

Through a series of in-depth interviews with targeted business and IT stakeholders, IBM Cognos consultants will work with you and apply the methodology to develop a customized PM framework within the context and scope of your current business strategy and IT initiatives. Together, we will establish a PM roadmap, with a set of priorities, by utilizing value mapping to link your demand to your information supply chain with a focus on efficiency and quality. The outcome: Your organization will be fully enabled with tools and skills to use the PM framework and methodology for current and future PM initiative planning.



PM Experience Workshops

A “business simulation” exercise to better understand the value of PM

PM Experience Accelerator Service

An introduction to PM framework and methodology

PM Experience Roadmap Service

Customize the PM framework and enable the methodology for your organization

**About IBM Cognos BI
and Performance Management:**

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: www.ibm.com/cognos

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To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



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